

INTERNET STRAWMAN
AND USER INTERFACE THEREFOR

5 ABSTRACT OF THE INVENTION

10 A system and method for implementing an intermediary to preserve user
privacy and anonymity in electronic transactions. In one embodiment, a
computer implemented method for facilitating a transaction between a
subscriber and a vendor through an intermediary is provided. In this
15 embodiment, the method comprises the step of receiving at the intermediary
personal information from the subscriber to establish a user account. The
method also comprises the step of storing the personal information for
subsequent access. The method further comprises the step of receiving a
request from the subscriber to access the user account, upon which the
20 subscriber's identity is verified by the intermediary against the personal
information. The method also comprises the step of the intermediary entering
into a transaction with the vendor on behalf of the subscriber based on the
subscriber's instruction once the subscriber's identity is successfully verified.
The method further comprises the step of notifying the subscriber upon
completion of the transaction. Importantly, the transaction is completed without
disclosing the subscriber's personal information to the vendor. As such, the
consumer remains anonymous with respect to the vendor.